

TRIPURA**GAZETTE***Published by Authority***EXTRAORDINARY ISSUE*****Agartala, Tuesday, May 2, 2023 A. D., Vaisakha 12, 1945 S. E.***

**PART--I-- Orders and Notifications by the Government of Tripura,
The High Court, Government Treasury etc.**

**GOVERNMENT OF TRIPURA
DIRECTORATE OF INFORMATION & CULTURAL AFFAIRS
AGARTALA.**

No.F.65(10)-ICA/ADVT/2021

Dated, Agartala, the 3rd September, 2022

NOTIFICATION

As per recommendation of the Empowered Advertisement Committee and approved by the State Government, the rate of Advertisement in different Print, Electronic and Web media those are enlisted with the Information and Cultural Affairs Department are given under:-

A. Print Media

Category	Rate per col. Centimetres
Category "A1"	Rs.115/-
Category "A"	Rs.110/-
Category "B"	Rs.90/-
Category "C"	Rs.65/-

In case of multi-color display advertisements the rates would be:

Category	Rate per column Centimetres
"A1", "A", "B", & "C"	45% above the rate of Black & White Display Advertisement and negotiable case to case basis.

B. Electronic Media

Particulars			Rate (Prime time i.e. 6.00 pm to 10.00 pm)				Rate (Beyond prime time)		
Type	Duration	Period	Cat. A1	Cat. A	Cat. B	Cat. C	Cat. A1	Cat. B	Cat. C
Short display advt. (full screen)	Up to 30 sec.	7 days / 5 times a day	Rs. 6010	Rs. 6000	Rs. 3750	Rs. 3000	Rs. 3750	Rs. 3000	Rs. 2250
		15 days / 5 times a day	Rs. 11255	Rs. 11250	Rs. 7500	Rs. 4500	Rs. 6000	Rs. 4500	Rs. 3000
		One month / 5 times a day	Rs. 18755	Rs. 18750	Rs. 15000	Rs. 7500	Rs. 7500	Rs. 6000	Rs. 4500
	From 31 sec. to 1 min.	7 days / 5 times a day	Rs. 11255	Rs. 11250	Rs. 7500	Rs. 4500	Rs. 7500	Rs. 6000	Rs. 3750
		15 days / 5 times a day	Rs. 18755	Rs. 18750	Rs. 12750	Rs. 7500	Rs. 9000	Rs. 7500	Rs. 6000
		1 month / 5 times a day	Rs. 30005	Rs. 30000	Rs. 18750	Rs. 9000	Rs. 11250	Rs. 7500	Rs. 6750
Particulars			Rate(Prime time i.e. 6.00 pm to 10.00 pm)				NB:- In case of period of telecast less than 7(seven) days duration in all category of above table, it will be calculated for payment as per proportionate rate per second in all three duration of above table with telecast by the concerned Electronic / TV channels		
Scrolling advt.	Up to 50 words		Cat. A1	Cat. A	Cat. B	Cat. C	NB:- In case of period of telecast less than 7(seven) days duration in all category of above table, it will be calculated for payment as per proportionate rate per second in all three duration of above table with telecast by the concerned Electronic / TV channels		
			Rs.405 per day	Rs. 400 Per day	Rs. 300 per day	Rs. 200 per day			
Top screen	Full operation duration		Rs.605 Per day	Rs. 600 per day	Rs. 500 per day	Rs. 400 per day	NB:- In case of period of telecast less than 7(seven) days duration in all category of above table, it will be calculated for payment as per proportionate rate per second in all three duration of above table with telecast by the concerned Electronic / TV channels		

Particulars			Rate(Prime time i.e. 6.00 pm to 10.00 pm)				Rate(Beyond prime time)		
Type	Duration		Cat. A1	Cat. A	Cat. B	Cat. C			
Message on special Occasion	Up to 10 mint	Per telecast	Rs. 3500	Rs. 3200	Rs. 2200	Rs. 1300	Rs. 2200	Rs. 1700	Rs. 1100
Classified advt.	Up to 30 sec	Per telecast	Rs. 300	Rs. 270	Rs. 250	Rs. 220	Rs. 180	Rs. 160	Rs. 130
	Up to 1 mint.	Per telecast	Rs. 450	Rs. 350	Rs. 320	Rs. 300	Rs. 250	Rs. 200	Rs. 180
	Above 1 mint.	Per telecast	Rs. 200 per 30 sec	Rs. 175 per 30 sec	Rs. 160 per 30 sec	Rs. 140 per 30 sec	Rs. 150 per 30 sec	Rs. 75 per 30 sec	Rs. 65 per 30 sec
Display advt.	Up to 30 sec	Per telecast	Rs. 400	Rs. 350	Rs. 300	Rs. 275	Rs. 250	Rs. 200	Rs. 175
	Up to 1 mint.	Per telecast	Rs. 550	Rs. 500	Rs. 450	Rs. 420	Rs. 350	Rs. 300	Rs. 250
	Above 1 mint.	Per telecast	Rs. 250 per 30 sec	Rs. 220 per 30 sec	Rs. 200 per 30 sec	Rs. 180 per 30 sec	Rs. 150 per 30 sec	Rs. 130 per 30 sec	Rs. 110 per 30 sec

C. Web-media

Display/Classified Ad (Per Ad per week):	Video Display Ad (Per video per week):
A ¹ Category-Rs.3000	A ¹ Category: Rs.5000
A Category-Rs. 2500	A Category : Rs.4000
B Category-Rs. 2000	B Category : Rs.3000
C-Category - Rs. 1500	C Category : Rs.2000

NB: The rate will be effective from the date of Notification on recommendation made in the 3rd meeting of Empowered Advertisement Committee i.e. 30th June'2022.

Le 03/09/2022
Additional Secretary
Information and Cultural affairs
Govt. of Tripura.